

AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

1. (Currently Amended) A method comprising:

receiving primary content data at a set-top system from a ~~primary~~ external source, the primary content data including at least one tag value identifying a piece of a first portion of subsidiary data as being associated with and to be displayed during a time segment of the primary content data, the primary content data to being displayed over a plurality of time segments;

~~accessing a storage of the set-top system storing the a plurality of subsidiary data, the subsidiary data supplementing the primary content data, the storage having a plurality of portions of the subsidiary data, including the piece of the first portion of the identified subsidiary data, and the tag value, the accessing including retrieving the piece of the first portion of the identified subsidiary data based on the tag value; and~~

generating an output signal including the primary content data and the piece of the first portion of the identified subsidiary data for display on a display coupled to the set-top system, with the piece identified subsidiary data being displayed concurrently with the primary content data during the time segment.

2. (Currently Amended) The method of claim 1, further comprising:

receiving the identified subsidiary data ~~corresponding to a program of the primary content data from the primary external source prior to beginning receipt of the primary content data; and~~

storing the identified subsidiary data ~~corresponding to the program~~ locally in the storage.

3. (Currently Amended) The method of claim 2, wherein ~~obtaining~~ receiving the identified subsidiary data comprises obtaining the identified subsidiary data from a local

nonvolatile storage medium of the set-top system.

4.-5. (Cancelled)

6. (Original) The method of claim 1, wherein the primary content data comprises data of at least one of a television broadcast, a digital satellite broadcast, an Internet broadcast, and an audio-only broadcast.

7. (Previously Presented) The method of claim 1, further comprising determining the identity of the primary content data currently displayed via reading an identifier included with the primary content data.

8. (Cancelled)

9. (Currently Amended) The method of claim 1, further comprising retrieving the identified subsidiary data from a remote server.

10. (Currently Amended) The method of claim 1, wherein the ~~piece of the first portion of the~~ identified subsidiary data comprises at least one of reference information regarding a program of the primary content data, biographical information regarding actors, guests or participants of a program of the primary content data.

11.-12. (Cancelled)

13. (Currently Amended) A machine-readable medium having stored thereon programming instructions which, when executed by a set-top system, cause the set-top system to perform operations comprising configured to program a set-top system to, when operated:

receiving primary content data at the set-top system from a primary external source, the primary content data including at least one tag value identifying a piece of a

~~first portion of subsidiary data as being associated with and to be displayed during a~~
~~time segment of the primary content data, the primary content data to be displayed over~~
~~a plurality of time segments;~~

~~accessing a storage of the set-top system storing the a plurality of subsidiary~~
~~data, the storage having a plurality of portions of the subsidiary data, including the piece~~
~~of the first portion of the identified subsidiary data and the tag value, the accessing~~
~~including and retrieving the piece of the first portion of the identified subsidiary data~~
based on the tag value; and

~~generating generate an output signal including the primary content data and the~~
~~piece of the first portion of the identified subsidiary data for displaying on a display~~
~~coupled to the set-top system, with the piece identified subsidiary data being displayed~~
concurrently with the primary content data during the time segment.

14. (Currently Amended) The machine-readable medium of claim 13, wherein the
instructions ~~further comprise instructions~~ are further configured to cause the set-top
system to ~~perform operations comprising:~~

~~storing~~ store the identified subsidiary data locally in the set-top system.

15. (Currently Amended) The machine-readable medium of claim 14, wherein the
instructions are further configured to ~~comprise instructions causing~~ cause the set-top
system to ~~perform operations comprising obtaining the~~ identified subsidiary data from a
local nonvolatile storage medium.

16.-17. (Cancelled)

18. (Currently Amended) The machine-readable medium of claim 13, wherein the
instructions are further configured to ~~further comprise instructions causing~~ cause the
set-top system to ~~perform operations comprising reading an identifier associated with~~
the primary content data to identify the primary content data.

19. (Cancelled)

20. (Currently Amended) The machine-readable medium of claim 13, wherein the instructions are further configured to ~~comprise instructions causing cause~~ the set-top system to ~~perform operations comprising retrieving retrieve~~ the identified subsidiary data from a remote server.

21. (Currently Amended) The machine-readable medium of claim 13, wherein the ~~piece of the first portion of the~~ identified subsidiary data comprises at least one of reference information regarding a program of the primary content data, biographical information regarding the actors, guests or participants of a program of the primary content data.

22. (Previously Presented) The machine-readable medium of claim 18, wherein the instructions for reading the identifier are performed in response to a change in the primary content data currently displayed.

23.-25. (Cancelled)

26. (Previously Presented) The entertainment system of claim 32, wherein the storage device comprises a local nonvolatile storage medium.

27.-28. (Cancelled)

29. (Previously Presented) The entertainment system of claim 32, wherein the storage database includes an identification of a remote server from which subsidiary data may be retrieved and wherein the controller is to request retrieval of the subsidiary data from the identified remote server.

30. (Currently Amended) The entertainment system of claim 32, wherein the ~~piece of~~

~~the first portion of the identified~~ subsidiary data comprises at least one of reference information regarding a program of the primary content data, biographical information regarding the actors, guests or participants of a program of the primary content data.

31. (Previously Presented) The entertainment system of claim 32, wherein the controller is to determine the identity of the primary content data in response to a change in the primary content data currently displayed.

32. (Currently Amended) An entertainment system comprising:

a data receiver to receive primary content data from a ~~first~~ external source, the primary content data including at least one tag value identifying a ~~piece of a first portion of subsidiary data~~ as being associated with and being displayed during a time segment of the primary content data, the primary content data to be displayed over a plurality of time segments;

a storage database to store a plurality of subsidiary data supplemental to the primary content data received from the ~~first~~ external source prior to receipt of the primary content data, ~~the storage database including a plurality of portions of the subsidiary data,~~ the plurality of subsidiary data including the ~~piece of the first portion of the identified~~ subsidiary data ~~and the tag value;~~ and

a controller coupled to the data receiver and the storage database to retrieve the ~~piece of the first portion of the identified~~ subsidiary data based on the tag value, ~~and to obtain the piece of the first portion of the subsidiary data for display with the primary content data,~~ with the ~~piece~~ identified subsidiary data to be displayed concurrently with the primary content data during the time segment.

33. (Currently Amended) The entertainment system of claim 32 further comprising a second controller coupled to the controller to combine the primary content data with the ~~piece of the first portion of the identified~~ subsidiary data and forward the combined data to a display.

34. (Currently Amended) The entertainment system of claim 32 wherein the controller is further configured to receive and store the identified subsidiary data in the storage database.

35. (Currently Amended) The entertainment system of claim 32 wherein the controller is to allow a user to interact with the storage database.

36. (Previously Presented) The entertainment system of claim 32 wherein the controller is to allow a user to access a programming guide.

37. (Previously Presented) The entertainment system of claim 32 wherein the controller is to allow a user to toggle enablement of the subsidiary data.

38. (Cancelled)

39.-40. (Cancelled)

41. (New) A method comprising:

determining, by a set-top system, a time elapsed from a scheduled start of a program~~[[~~ based on a programming guide including the scheduled start, the program to ~~being~~ displayed over a plurality of time segments;

retrieving, by the set-top system, subsidiary data associated with a time segment of the program~~[[primary content data]]~~, the time segment being selected based on the determined time elapsed; and

synchronizing, by the set-top system, the retrieved subsidiary data to the time segment of the program for concurrent display with the program during the time segment ~~[[with the primary content data, the subsidiary data to be displayed with the primary content data at the time elapsed]].~~

42. (New) The method of claim 41, wherein the retrieving comprises retrieving the identified subsidiary data from a remote server.

43 (New) The method of claim 42, wherein the retrieving comprises obtaining a locator of the remote server based on the time segment.